

What is claimed is:

1. In a user adaptive multimedia system reflecting user preference information extracted from user history information, an apparatus for mapping object data for an efficient matching between user preference information and content description information, comprising:

a server (provider) system transmitting an object data expression information table defining expression information about object data having various expressions of the same content and information about multimedia program data to serviced to a user; and

a user (client) system mapping object data having various expressions by receiving content description information transmitted from the server system, namely, an object data expression information table and information about multimedia program data, performing a matching between the received content description information with user preference information extracted from user history information about a prior multimedia program and getting user preference of contents described in the received content description information and reflecting the gotten user preference information to a multimedia system.

2. The apparatus of claim 1, wherein the object data expression information table includes one identifier for expressing one object data and not less than one object data different each other.

3. The apparatus of claim 1, wherein the object data expression information table includes one identifier for expressing not less than one object data of the same content and not less than one object data different each other.

5 4. The apparatus of claim 1, wherein the object data expression information table includes one identifier for expressing not less than one object data of the same content, and an identifier link for identifying object data which is variously expressed as one object of the same content when one object data is variously expressed.

10 5. The apparatus of claim 1, wherein the server (provider) system and the client (user) system jointly own the object data expression information table or the server (provider) system generates the object data expression information table and provides it to the client (user) system or the server (provider) system generates the
15 object data expression information table and stores it in a preference information table of the client (user) system as a lookup table format.

20 6. In an apparatus for mapping object data for an efficient matching between user preference information and content description information, a server (provider) system, comprising:

a content description information storing unit including an object data expression information table defining various expressions of object data; and

a multimedia data storing unit including data streams of a program to be

served to a user.

7. In an apparatus for mapping object data for an efficient matching between user preference information and content description information, a client

5 (user) system, comprising:

a data receiving unit for receiving an object data expression information table transmitted from a server (provider) system, data streams from a multimedia data storing unit, and outputting the data;

10 a decoder being inputted the data outputted from the data receiving unit, decoding and outputting it;

a preference information table storing user preference information extracted from user history information about a prior multimedia program as a table format;

a data read/write controlling unit for reading and writing data of the preference information table;

15 a preference information processing unit for mapping object data having various expressions by performing a matching between data decoded in the decoder, namely, data in the content description information storing unit of the server (provider) system and the preference information data of the preference information table and outputting new user preference information, and reflecting the outputted user
20 preference information to a multimedia system; and

a displayer being inputted the user preference information outputted from the preference information processing unit and outputting it through an outputting medium.

8. The apparatus of claim 7, wherein the outputting medium includes a CATV, a TV, a VOD, a digital broadcast, an Internet broadcast, an Internet retrieval site.

5 9. A method for mapping object data for an efficient matching between user preference information and content description information, wherein a server system and a client system can perform mapping of same object data by jointly owning an object data expression table and comparing identifiers included in the object data expression table.

10 10. A method for mapping object data for an efficient matching between user preference information and content description information, comprising:

15 providing a table including identifiers about various object data and information about various expressions of object data included in content description information of multimedia data provided from a server to a client by constructing an object data expression information table and comparing object data of the object data expression information table with object data of a preference information table in updating of preference information; and

20 updating a preference information table of the client by comparing and compounding the provided table with a preference information table of a client.

11. In a user adaptive multimedia system reflecting user preference information extracted from user history information, a method for mapping object data

for an efficient matching between user preference information and content description information, comprising:

transmitting an object data expression information table defining expression information about object data having various expressions of the same content and

5 information about a multimedia program data to be serviced to a user; and

mapping object data having various expressions by receiving the transmitted content description information, namely, object data expression information table and information about multimedia program data and performing a matching between the received content description information and user preference information extracted from user history information about a prior multimedia program and getting user preference of contents described in the received content description information and reflecting the gotten user preference information to a multimedia system.

12. In a server (provider) system, a method for mapping object data for an efficient matching between user preference information and content description information, comprising:

storing an object data expression information table after defining the object data expression information table including various expressions of object data; and

storing data streams of a program to be serviced to a user.

13. The method of claim 12, wherein the storing process for storing the object data expression information table after defining it comprises the steps of:

defining one identifier for expressing one object data and storing the defined

identifier in a table; and

generating not less than one different object data and storing the not less than one different object data in a table.

5 14. The method of claim 12, wherein the storing process for storing the object data expression information table after defining it comprises the steps of:

defining one identifier for expressing not less than one object data of the same content and storing the one identifier in a table; and

10 generating not less than one different object data and storing the not less than one different object data in a table.

15 15. The method of claim 12, wherein the storing process for storing the object data expression information table after defining it comprises the steps of:

defining one identifier for expressing not less than one object data of the same content and storing the one identifier in a table; and

defining an identifier link for identifying various object data as one object of the same content when one object data is variously expressed.

20 16. In a client (user) system, a method for mapping object data for an efficient matching between user preference information and content description information, comprising:

receiving an object data expression information table transmitted from a server (provider) system and data streams from a multimedia data storing unit and

outputting the received data;

decoding the data after being inputted the outputted data;

storing user preference information extracted from user history information about a prior multimedia program as a table format;

5 performing a matching between the decoded data and preference information data; and

outputting a result of the matching in order to reflect the result to a multimedia system.

10 17. A method for mapping object data for an efficient matching between user preference information and content description information, comprising:

providing an object data expression information table from a content description information constructor to a preference information constructor when the preference information constructor and the content description information constructor do not own jointly an object data expression information table of the same content in
15 comparing and updating of content information between the preference information constructor and content description information constructor; and

updating preference information table of the preference information constructor by using information of the provided object data expression information
20 table after comparing preference information table of the preference information constructor with the provided object data expression information table.

18. The method of claim 17, wherein the updating process comprises the

steps of:

generating direct information such as an actor's name, a director's name, a producer's name or a table including identifiers for expressing one or not less than one object data of the same content and various expressions by the identifiers by the

5 content description information constructor;

providing the direct information or the table generated from the content description information constructor to the preference information constructor; and

10 updating a preference information table by the preference information constructor by comparing the direct information or the table provided from the content description information constructor with a preference information table of the preference information constructor.

19. The method of claim 17, wherein the updating process comprises the steps of:

15 generating a table including identifiers for expressing one or not less than one object data of the same content and representative expressions by the identifiers by the content description information constructor;

providing the table generated by the content description information constructor to the preference information constructor; and

20 updating the preference information table by mapping an item of the preference information table same as the each identifier corresponded to a representative expression of the table provided from the content description information constructor by the preference information constructor.

20. A method for mapping object data for an efficient matching between user preference information and content description information, comprising:

providing direct information stored in a content description information constructor to a preference information constructor as a lookup table format when the
5 preference information constructor and the content description information constructor do not jointly own an object data expression information table of the same content in comparing and updating of content information between the preference information constructor and the content description information constructor;

10 transforming the direct information of the lookup table into identifiers in comparing of content information between the preference information constructor and the content description information constructor; and

updating preference information table by the preference information constructor after comparing identifiers stored in the preference information table with
15 the transformed identifiers.

21. In a user adaptive multimedia system, a multimedia service method, comprising:

acquiring each identifier of objects used as a preference reference and a
20 corresponding preference value from a preference information table, upon request for a multimedia service reflecting user preference by a client;

retrieving multimedia data by finding possible expressions corresponding to each identifier described in preference information from the preference information

table and comparing the found expressions with object expression information included in multimedia content information provided from a multimedia provider in order to retrieve multimedia data including an object corresponding to each identifier; and

5 reflecting the acquired preference value and outputting the retrieved multimedia data to the user.

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